

# Vail Mountain Special Events

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## VAIL MOUNTAIN NEW EVENT APPLICATION

### **Mission Statement**

Vail Mountain's special events will complement our industry-leading brand and will reinforce our guest's *Experience of a Lifetime* while at our resort or within our community, creating long-lasting memories of their time in this valley.

### **Process Overview**

This application will help communicate the necessary information to help determine whether we can assist in hosting, planning or producing your event. If approved, you will also be required to submit permitting applications with the Town of Vail (<https://www.vailgov.com/commission-on-special-events/permits-and-licenses>) and the United States Forest Service (<http://www.fs.usda.gov/main/whiteriver/passes-permits/event-commercial>). Only when an event producer has received permits from all three entities (Vail Mountain, Town of Vail & the USFS), will the event be considered approved. Site fees will be assessed for hosting your event on Vail Mountain and may vary with the size and scope of the event.

### **Submission Deadlines**

All winter event proposals are due each year by July 15<sup>th</sup>. Summer event proposals are due by February 15<sup>th</sup>. These deadlines apply to both Vail Mountain and the USFS. Town of Vail deadlines may vary and should be determined by contacting them directly.

### **PLEASE FILL OUT ALL SECTIONS BELOW:**

Please note that failure to fill out any section of this application could result in denial of your event.

### **Event Name:**

### **Producer/Organizer Information:**

Name:

Position:

Company Name:

Address:

City:

State:

Email:

Business phone:

Cell phone:

Event/Producer Website:

Numbers Years in Business:

Organization Tax Status (For Profit / Non-Profit):

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## **EVENT DESCRIPTION**

Proposed event date(s): \_\_\_/\_\_\_/\_\_\_ - \_\_\_/\_\_\_/\_\_\_

Please provide a brief description of your event and its activities:

What are the goals you hope to obtain by hosting this event? Please describe:

How will your Event promote, complement, or strengthen the Vail brand? Please describe:

## **EVENT OPERATIONS**

What is your estimated number of participants?

Number of event staff:

Number of volunteers:

What areas of the resort are you proposing to utilize for your event?

(Including base area facilities, on-mountain restaurants, ski runs and/or chair lifts) Please list all:

What support do you need? (Please check all that apply):

A Hosting Site

In-Kind Support

Other (Please describe):

Will any portion of your proposed event take place outside of the Ski Resort (i.e. in town, at other venues)?

YES \_\_\_ NO \_\_\_

If Yes, please describe:

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## Insurance Requirements

All events, regardless of size or scope, will be required to hold current Certificates of Insurance that list The Vail Corporation and the United States Forest Service as Additional Insured. Vail Resorts' Legal department will determine the specific insurance thresholds based upon the type and size of the event, as well as the risk exposure. Certificates naming each entity will be required for commercial general liability insurance, commercial automobile insurance and worker's compensation insurance policies. Proof of insurance must be submitted to the Event Manager no less than 15 days prior to the first day of intended use. The certificate will be reviewed and additional coverage or wording may be required by the Vail Resorts' Legal department to ensure proper coverage of a specific event. All certificates must clearly state that there are "no participant, spectator, model or athlete exclusions."

*\* Events are subject to cancellation should the organizer not be able to provide insurance documentation in the timeframe outlined here.*

Do you agree to the above procedures regarding insurance coverage? YES \_\_\_ NO \_\_\_ INITIAL \_\_\_

## Sponsorship & Partners

Please note that Vail Mountain partners with specific sponsors in most product categories. Events could be denied if they feature competing sponsors or sponsors that are deemed incompatible with the Vail brand.

Please list any current or proposed sponsors or partners (corporate, non-profit, community or otherwise) that would be part of your event, as well as their type of involvement or activation:

## Food and Beverage Service

Vail's Mountain Dining department owns first right of refusal to provide catering and/or any food service requests at all events taking place at the resort, including on the mountain and at any venues. No outside food or beverage\* services, catering or other F&B options (including sponsored items or sampling) are to be committed to without their expressed written approval. It is up to their sole discretion on whether they approve an outside vendor or sponsor to provide any food or beverage services, sampling or catering. Care should be taken to reduce waste impacts from F&B including minimizing individually wrapped items, encouraging reusable bottle use, and using compostable/recyclable materials.

**\*Service of alcohol may be subject to additional fees and permits with state or county agencies.**

Please describe your food service / catering needs:

## Sustainability and Waste

Vail gives special consideration to sustainable events. Careful attention to energy use, waste creation, and any potential negative environmental impacts is expected. It is the responsibility of the event planner to ensure that there are a sufficient number of waste receptacles located throughout the event grounds and that they are emptied during the event in order to prevent overflow. If the waste generated by the event may exceed the capacity of the onsite dumpsters, it is the planner's responsibility to discuss removal options ahead of time. This may require additional dumpsters to be secured by the event proposer and the mountain. The applicant is responsible for the cleaning of event areas and returning them to their pre-event state.

- A thorough waste reduction and management program is a crucial part of an event. Overflowing receptacles are unhealthy and unsightly and could leave a lasting impression on event attendees. Recycling is a baseline and is required at all events at the resort. Compost material removal is offered by local waste hauler Vail Honeywagon.
- Consider additional restroom facilities. Existing restroom facilities may not be adequate for the event. Port-a-potty vendors can predict needs based on expected attendance figures.

Please describe your sustainability, environmental impact, waste reduction and management plan:

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## Site Map

To properly assess the proposed event, a site map should be submitted along with the event application. Conducting any event outside of the ski resort boundary lines will be subject solely to United States Forest Service approval. Please note that most events take place within the ski resort boundary. To access a map of Vail Mountain, please go here: <https://www.vail.com/the-mountain/about-the-mountain/trail-map.aspx>

After reviewing the map, please indicate and diagram the following:

- Areas of the mountain you intend to use
- Any requested closures
- The location and dimensions of all physical equipment being placed
- Location of temporary alcohol sales where both sales and consumption occur, plus dimensions and type of fencing to be used.
- Any other details you think are helpful in the physical description of your event

## Structures

Temporary tents and structures must follow all permitting, structural and weighted requirements by the Vail Fire Department, and must be applied for ahead of time. Temporary structures are an important consideration. Are any temporary structures required such as award platforms/stages, athlete tents, scaffolding for TV/media or viewing stands?

Do you intend to have temporary structures? YES\_\_\_ NO\_\_\_ If YES, please describe:

## Power and Electrical Services/Support

Available existing electrical service at the mountain will vary depending on location and event needs. It is the responsibility of the applicant to ensure that there is adequate electrical capacity to host the event and to obtain additional electrical supply if needed. Producers should plan to minimize additional electrical demand and practice smart power management to avoid wasting electricity. Any damage to existing electrical services due to overload will be the responsibility of the applicant. When applicable, any associated costs for power and electrical usage will be the sole responsibility of the event proposer.

What sort of power supply will you need? How many generators, light towers, plug-ins, etc.?

## Medical Needs - Emergency and Support Services

A detailed list of what medical services are being provided or requested is essential. If you are not sure what is required, Vail Mt Ski Patrol can assist in identifying those needs.

Please list your medical assistance and emergency support requests:

## General Comments

Please list any other comments you feel the Vail Mountain Special Events Committee should entertain when considering your event application:

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## ----- ADDITIONAL ITEMS FOR THE APPLICANT TO CONSIDER-----

### **Special Event Permits**

The Resort maintains a close relationship with the Town of Vail, and on some occasions, a special event permit or business license may be required to host an event. Event applicants are directly responsible for these fees, unless otherwise specified in the eventual event contract with Vail Mountain.

### **Signage**

In regards to on-mountain signage, as well as in-town promotion, Vail Mountain abides by both US Forest Service regulations and Town of Vail rules. Any and all signage, promotional posters and banners must be discussed in advance with Vail Mountain to ensure compliance.

### **Noise/Sound**

If an event is scheduled to have a band or amplified music, the applicant will ensure compliance with all noise ordinances established by the US Forest Service, Town of Vail and Vail Mountain.

### **Parking**

The Town of Vail offers a variety of parking options, and this component must be discussed with Town officials well in advance. Any base area parking is based solely on the approval of our Resort Operations Director.

### **Security**

If you anticipate spectators, you will need your event to be in compliance with local safety, traffic and alcohol laws, and the number of security personnel needs to be discussed in advance, for the safety both of event attendees, as well as other guests at the resort.

### **Use of the Vail Logo**

Use of the Vail Mountain logo on any type of marketing collateral requires the express consent of the resort, and stipulations would be included in the event contract. Approval of event applications should not be considered partnership or endorsement of your event by the Resort.

### **Security/Damage Deposits**

A security or damage deposit may be required for larger events. The deposit will be refunded upon verification by staff that the area has been returned to a condition similar to prior use. In the event of damages, the applicant will be responsible for all costs associated with damages to park facilities, equipment, furnishings, grounds and right-of-ways, including but not limited to labor, materials and equipment required to complete repairs.

### **Site Fees**

Site fees could be required for events on Vail Mountain. Fees for usage of the Resort may vary depending on the date and time of the event, staff involvement, resort resources, and other considerations. Applicants may request that the site fee is waived if the event is deemed beneficial to Vail Mountain, as determined solely by Vail Mountain. These requests will be considered on a case-by-case basis.

### **Event Cancellation or Postponement**

Policies for event cancellation or postponement vary and will be outlined in the event agreement. Alternate/backup plans as well as postponement dates will always be considered in advance when holding an outdoor event at the Resort, as the high-mountain environment can provide variable weather conditions year-round.

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## **Non-Profit Organizations**

Any organization actively registered as a non-profit entity may be entitled to a discount on potential site fees. A copy of the IRS non-profit letter of determination must be submitted along with the Special Events Application for consideration. The applicant's name and address must match the name and address on the IRS non-profit letter of determination.

## **Application Process**

Upon receipt of your completed application, a Vail Mountain Special Events representative will be in contact with you. He/she may have additional follow up questions or request additional details. After this discussion is complete, the application will go through an approval process, in which it will be evaluated whether the event is a good fit for our mountain, and follows in line with Resort philosophies and standards.

## **Contracts**

Once applications are received and evaluated by the Vail Mountain Special Events Committee, and if approved, proposed events will move to contract-ready status. Every event held at Vail Mountain must hold an executed event agreement, to be supplied and drafted by the Resort. Please consider the required time for drafting and negotiation of contracted event elements in your application proposal and timeline.

## **Cost Estimates/Fees**

After applications are discussed, a cost estimate will be prepared. Upon the applicant's agreement to pay all associated event costs, the event coordination and permit process will begin.

Thank you for your interest in holding a special event on Vail Mountain. We look forward to reviewing your application.

-Vail Mountain Special Events Committee